

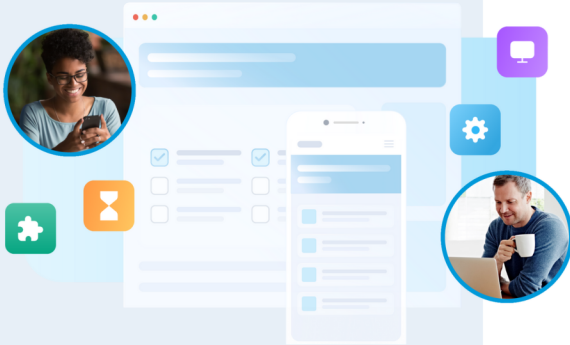


TRANSFORM CX WITH THE POWER OF HUMAN CONNECTIONS

Glance Guided CX™ for Genesys Cloud CX

YOUR BRAND, YOUR WAY

Glance fits seamlessly in-brand, in existing digital properties, and in the employee desktop technologies currently in use, combining a breadth of capabilities with enterprise-class security and scale.



FRICTIONLESS INTERACTIONS

Glance helps your team deliver in-the-moment, personal:

- Guided issue resolution
- Consultative transactions
- Expertise and advice
- Virtual training and onboarding
- Ongoing advisory services
- Personalized sales engagements

For over 20 years, the world's largest and most security-conscious enterprises have trusted the Glance Guided CX platform to empower their customer-facing teams to deliver frictionless, in-the-moment customer consultation.

Glance transforms "do it yourself" into "do it together" by powering human connections inside your websites, portals, and mobile apps for a one-of-a-kind customer experience.

Easy for everyone

Representatives initiate human-guided digital engagements with their customers in just one click from any CRM, CCaaS, UCaaS, or custom desktop system - including Genesys Cloud CX. Customers can use any browser or device and don't need to exchange a session key. Enterprises create a consistent customer experience across any channel, business unit, department, or third-party strategic partner.

Switch modes seamlessly

Glance leverages existing communication channels to start seamlessly from any interaction, allowing representatives and customers to switch easily between:

- Cobrowse
- Screen share
- Secure document share
- Live one-, two-, or multi-way video
- Mobile app share
- Mobile camera share

Proven, enterprise-grade security and scale

Glance doesn't use proxy servers, and masking prevents personal data from leaving the customer's browser. Glance supports stringent data privacy and security standards, including PII, HIPAA, GDPR, and ISO. It is proven to scale without a decrease in quality during business-critical seasons such as holiday shopping, open enrollment, and U.S. tax filing - easily handling peaks of over 8,000 simultaneous sessions at a single company.

Customers' business outcomes achieved using Glance

20%
reduction in
AHT

10%
boost in
FCR

18pt
increase in
NPS

20%
higher
CSAT

60%
reduction in
sales cycle time

40%
boost in lead
conversion rate

97%
satisfaction
rating

Fully featured visual collaboration from within Genesys Cloud CX

Glance Cobrowse: Employees join customers in the company's website, right in the screen where they need assistance. Employees "gesture" with their cursor to offer help and follow along as the customer browses.

Glance Screen Share: With nothing to download and no friction or lag time, the employee or customer can share anything on their desktop.

Glance Mobile App Share: Employees can join customers as they navigate through your company's mobile app and gesture onscreen to help them.

Glance Mobile Camera Share: Employees can invite mobile device users to share their camera views to offer advice or guidance during customer troubleshooting or when assisting field technicians.

Glance Video: Available with Glance Cobrowse and Glance Mobile App Share, your employees, and your customers see one another and interact onscreen, adding a personal touch to important digital experiences.

Glance Cobrowse offers a breadth of features to support the customer experience, including:

Document Share: Customers and employees view, navigate together, and download PDF or XLS files pre-loaded for employee use and/or stored locally.

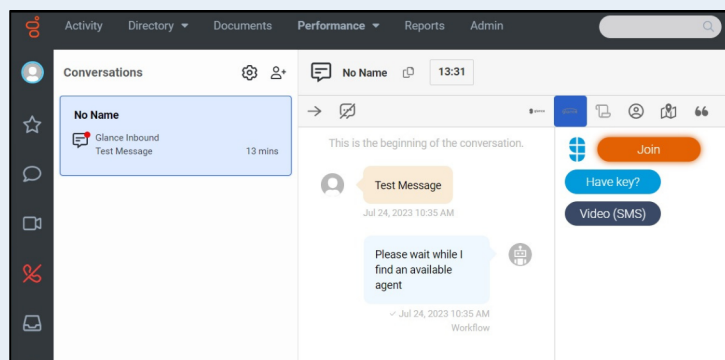
Remote Assistance: Customers can grant employees permission to help them securely fill in web-based forms.

Navigation Assistance: Employees can guide the cobrowse experience to a set of approved web pages.

Web-Based Screen Share: During the session, an employee can share or invite a customer to share any desktop content.

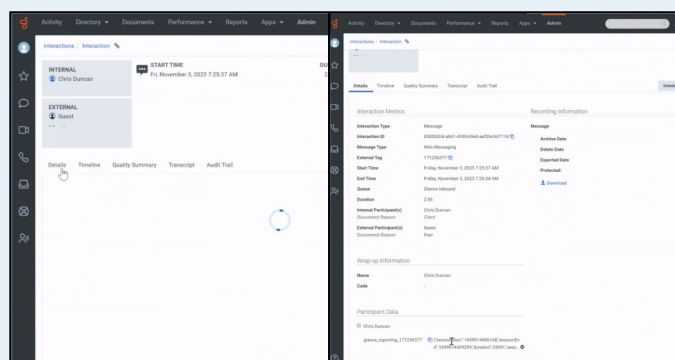
Intelligent one-click connect

Join any customer in a Glance session with one click from Genesys Cloud CX digital agent workspace.



Data-rich interactions

Glance session data is captured for predictive modeling and interaction impact reporting.



Why Companies Love Glance

A Major Bank in the US sets a new standard in digital customer service with millions of Glance sessions annually - used by an estimated 1 in 4 customers with a CSAT rating of 97%.

Intuit changes the game for taxes with TurboTax Live: a Glance-powered experience that lets CPAs join Intuit customers during the process of filing their taxes.

A Top Health Insurance Provider increases Medicare enrollment and member satisfaction by using Glance to improve interactions on its websites and portals.

A Leading Restaurant Point-of-Sale Solution Provider delivers remote onboarding, training, device troubleshooting, and support with Glance, resulting in 20% higher CSAT ratings.



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